

ORDER



KSNV

Orders	Order / Rev:	108195
	Alt Order #:	06867190
	Product Desc:	NRCC/HECK
	Estimate:	3060
	Flight Dates:	10/24/12 - 10/30/12
	Original Date / Rev:	10/23/12 / 10/23/12
	Order Type:	GENERAL

Primary AE:	Amy McCreary
Sales Office:	BLPHI
Sales Region:	National

Agency	Name:	Strategic Media Placement, Inc.
	Buying Contact:	
	Billing Contact:	
		7669 Stagers Loop
		Delaware, OH 43015

Billing Type:	Cash
Billing Calendar:	Broadcast
Billing Cycle:	EOM/EOC
Agency Commission:	15%

Advertiser	Name:	NRCC/ Heck 4 Congress
	Demographic:	A35+
	Product Codes:	PLC02,PLI2
	Priority:	SELECT PRIORITY CODE
	Revenue Codes:	POLITICAL/AGY, PCAN, GEN

New Business Thru: _____
Order Separation: 00:05:00
Advertiser External ID: _____
Agency External ID: _____

Bill Plan

Start Date	End Date	# Spots	Gross Amount	Net Amount
10/01/12	10/28/12	17	\$15,725.00	\$13,366.25
10/29/12	10/30/12	8	\$8,000.00	\$6,800.00

Totals

Month	# Spots	Gross Amount	Net Amount	Rating
October 2012	17	\$15,725.00	\$13,366.25	0.00
November 2012	8	\$8,000.00	\$6,800.00	0.00
Totals	25	\$23,725.00	\$20,166.25	0.00

Account Executives

Account Executive	Sales Office	Sales Region	Start Date / End Date	Order %
Amy McCreary			Start Of Order - End Of Order	100%

Order Share

KSNV	26%	\$23,725.00
Market	100%	\$91,250.00

Competitive Share

CABLE	0%	\$0.00
KBLR	0%	\$0.00
KFBT	0%	\$0.00
KINC	0%	\$0.00
KLAS	26%	\$23,725.00
KLVX	0%	\$0.00
KSNV-	0%	\$0.00
KTNV	25%	\$22,812.50
KTUD	1%	\$912.50
KVVU	17%	\$15,512.50
KVWB	0%	\$0.00
LV1	0%	\$0.00
UNKWN	5%	\$4,562.50

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
E 1	KSNV	10/24/12	10/30/12	M-F 6-7a WakeUp w/Wag M-F 6-7a WakeUp w/Wagners	GM	6-7a	MTWTF--	:30	5	\$700.00	1	0.00	NM	5	\$3,500.00
NEWS															
		Start Date	End Date	Weekdays	Spots/Week	Rate	Rating								

Order / Rev: 108195
 Alt Order #: 06867190
 Flight Dates: 10/24/12 - 10/30/12

Advertiser: NRCC/ Heck 4 Congress
 Product Desc: NRCC/HECK
 Estimate: 3060

KSNV

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
E 1	KSNV	10/24/12	10/30/12	M-F 6-7a WakeUp w/Wagners M-F 6-7a WakeUp w/Wagners	CM	6-7a	MTWTF--	:30	5	\$700.00	1	0.00	NM	5	\$3,500.00
NEWS															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week:		10/24/12	10/30/12	MTWTF--	5		\$700.00		0.00						
E 3	KSNV	10/24/12	10/30/12	M-F Early News M-F Early News	CM	5-630p	MTWTF--	:30	5	\$1,200.00	1	0.00	NM	5	\$6,000.00
NEWS															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week:		10/24/12	10/30/12	MTWTF--	5		\$1,200.00		0.00						
E 4	KSNV	10/24/12	10/30/12	FacetoFace/Ralston Report FacetoFace/Ralston Report	CM	730-758pm	MTWTF--	:30	5	\$900.00	1	0.00	NM	5	\$4,500.00
FACE TO FACE															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week:		10/24/12	10/30/12	MTWTF--	5		\$900.00		0.00						
E 5	KSNV	10/24/12	10/30/12	M-F News 3 at Eleven M-F News 3 at Eleven	CM	11pm-1135pm	MTWTF--	:30	5	\$1,200.00	1	0.00	NM	5	\$6,000.00
NEWS															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week:		10/24/12	10/30/12	MTWTF--	5		\$1,200.00		0.00						
E 7	KSNV	10/27/12	10/28/12	Sa-Su News 3 at Eleven Sa-Su News 3 at Eleven	CM	11pm-1135pm	-----SS	:30	2	\$1,100.00	1	0.00	NM	2	\$2,200.00
NEWS															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week:		10/22/12	10/28/12	-----SS	2		\$1,100.00		0.00						
E 8	KSNV	10/27/12	10/27/12	News 3 Sunrise - SATURDAY News 3 Sunrise SATURDAY	CM	6a-7a	-----S-	:30	1	\$150.00	3	0.00	NM	1	\$150.00
NEWS															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week:		10/22/12	10/28/12	-----S-	1		\$150.00		0.00						
E 9	KSNV	10/27/12	10/27/12	Saturday Today Saturday Today	CM	7a-9am	-----S-	:30	1	\$625.00	1	0.00	NM	1	\$625.00
TODAY															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week:		10/22/12	10/28/12	-----S-	1		\$625.00		0.00						
E 10	KSNV	10/28/12	10/28/12	Sunday Today Sunday Today	CM	7a-8am	-----S	:30	1	\$750.00	1	0.00	NM	1	\$750.00
TODAY															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week:		10/22/12	10/28/12	-----S	1		\$750.00		0.00						
													Totals	25	\$23,725.00